

BASIC 1997 MEDIA BUDGET RECAP

	<u>1997 BUDGET</u>	<u>1997 L.E.</u>	<u>1997 COMMITTED</u>	<u>\$DIFF L.E. VERSUS COMMITTED</u>
	<u>\$(MM)</u>	<u>\$(MM)</u>	<u>\$(MM)</u>	<u>\$(MM)</u>
BUDGET	\$27.0	\$26.9		
MAGAZINES*	\$8.9	\$8.9	\$8.9	(\$0.0)
CREATIVE RESERVE	\$0.0	\$0.0	\$0.0	
TOTAL PRINT	\$8.9	\$8.9	\$8.9	(\$0.0)
*Magazine figures include cash discounts				
CORPORATE POOL	\$2.0	\$2.0	\$2.0	\$0.0
TIER 1	\$8.8	\$8.8	\$8.8	\$0.0
TIER 2	\$4.5	\$4.5	\$4.5	\$0.0
TIER 3	\$1.4	\$1.4	\$1.4	\$0.0
10.5 X 36	\$0	\$0.2	\$0.2	(\$0.0)
PREMIERE PANELS	\$0.4	\$0.4	\$0.4	(\$0.0)
C-STORES	\$0.1	\$0.1	\$0.1	(\$0.0)
MEGA-VOLUME	\$0.3	\$0.3	\$0.3	\$0.0
TRUCK STOP SIGNAGE	\$0.2	\$0.2	\$0.2	\$0.0
EXTRA POSTING/RESERVE	\$0.1	\$0.0	\$0.0	\$0.0
TOTAL OOH	\$18.1	\$18.0	\$18.1	(\$0.1)
GRAND TOTAL	\$27.0	\$26.9	\$27.0	(\$0.1)
DIFFERENCE VS. BUDGET		\$0.0		
TIME INC. RES. CREDIT	\$0	(\$0.1)	\$0	(\$0.1)

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